

ORDER



Orders
Order / Rev: 47038
Alt Order #:
Product Desc: 2022 Primary Election TV
Estimate: 4186
Flight Dates: 04/19/22 - 05/09/22
Original Date / Rev: 04/18/22 / 04/18/22
Order Type: GENERAL

KLKN-TV

Primary AE: Kay Wunderlich
Sales Office: LINC
Sales Region: Local

Agency
Name: Stratosphere Media Group
Buying Contact: Lisa Obermeyer
Billing Contact:
 1024 N. 121st St.
 Omaha, NE 68154

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Nebraskans for Theresa
Demographic: A25-54
Product Codes: Candidates
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: POL-CAND
Priority: P-03

New Business Thru:
Advertiser External ID:
Agency External ID:
Unit Code: General
Order Separation: 00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
03/28/22	04/24/22	9	\$2,100.00	\$1,785.00
04/25/22	05/09/22	16	\$3,650.00	\$3,102.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2022	9	\$2,100.00	\$1,785.00	0.00
May 2022	16	\$3,650.00	\$3,102.50	0.00
Totals	25	\$5,750.00	\$4,887.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kay Wunderlich			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KLKN	04/19/22	05/09/22	Ch 8 News at 5p M-F Ch 8 News 5p M-F	CM	5p-530p	MTWT---	:30	3	\$200.00	P-04	0.00	NM	10	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/18/22	04/24/22	-TWT---		3				\$200.00		0.00			
		Week: 04/25/22	05/01/22	MTWT---		3				\$200.00		0.00			
		Week: 05/02/22	05/08/22	MTWT---		3				\$200.00		0.00			
		Week: 05/09/22	05/15/22	M-----		1				\$200.00		0.00			
N 2	KLKN	04/19/22	05/09/22	Ch 8 News at 6p M-F Ch 8 Eyewitness News 6p	CM	6p-630p	MTWTF--	:30	3	\$250.00	P-04	0.00	NM	10	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/18/22	04/24/22	-TWTF--		3				\$250.00		0.00			
		Week: 04/25/22	05/01/22	MTWTF--		3				\$250.00		0.00			
		Week: 05/02/22	05/08/22	MTWTF--		3				\$250.00		0.00			
		Week: 05/09/22	05/15/22	M-----		1				\$250.00		0.00			
N 3	KLKN	04/19/22	05/09/22	Ch 8 News at 10p M-F Ch 8 News at 10p M-F	CM	10p-1035p	MTWT---	:30	1	\$250.00	P-04	0.00	NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/18/22	04/24/22	-TWT---		3				\$250.00		0.00			
		Week: 04/25/22	05/01/22	MTWT---		1				\$250.00		0.00			
		Week: 05/02/22	05/08/22	MTWT---		1				\$250.00		0.00			
		Week: 05/09/22	05/15/22	-----		0				\$0.00		0.00			

SEND INVOICE TO: Stratosphere Media Group
ATTN: Lisa Obermeyer
1024 N. 121st Street
Omaha, NE, 68154
Phone: 531-222-2008
Email: lobermeyer@StratosphereOmaha.com

To: KLKN
ATTN: Kay Wunderlich
3240 S 10th St
Lincoln, NE, 68502
Phone: 402-430-9130
Email: kwunderlich@klkntv.com

Client: Nebraskans for Governor

Station: **KLKN** TV SCHEDULE
 Client Name: **Nebraskans for Theresa**
 Industry: **Political Candidate**
 Flight Dates: **April 19, 2022 - May 9, 2022**
 Market(s): Lincoln
STATION: KLKN

Estimate: **4186**

Day/Time	Program	Adults 35+ Rtg	Dur	# Spots / Week				Total Spots	Gross Cost	Rate	Net Units	GI
				4/18	4/25	5/2	5/9					
M-TH 5p-5:30p	Channel 8 News at 5PM	7.1	30	0	3	3	0	6	200.00	15%	170.00	78365.3
M-TH 6p-6:30p	Channel 8 News at 6PM	7.7	30	0	3	3	0	6	250.00	15%	212.50	84987.7
M-TH 10p-10:35p	Channel 8 News at 10PM	5.7	30	0	1	1	0	2	250.00	15%	212.50	20971.0
MON 5p-5:30p	Channel 8 News at 5PM	7.1	30	0	0	0	1	1	200.00	15%	170.00	13060.9
MON 6p-6:30p	Channel 8 News at 5PM	7.7	30	0	0	0	1	1	250.00	15%	212.50	14164.6
MON 10p-10:35p	Channel 8 News at 10PM	5.7	30	0	0	0	0	0	250.00	15%	212.50	10,400
TU-TH 5p-5:30p	Channel 8 News at 5pm	7.1	30	3	0	0	0	3	200.00	15%	170.00	39182.6
TU-TH 6p-6:30p	Channel 8 News at 6PM	7.7	30	3	0	0	0	3	250.00	15%	212.50	42493.8
TU-TH 10p-10:35p	Channel 8 News at 10PM	5.7	30	3	0	0	0	3	250.00	15%	212.50	31456.5
STATION TOTAL												
SPOTS PER WEEK				9	7	7	2					25
COST PER WEEK				2100.00	1600.00	1600.00	450.00					\$5750.00
GRPs PER WEEK				61.5	50.1	50.1	14.8					176.5

MARKET TOTALS

TOTAL SPOTS: 25
 TOTAL COST: \$5750.00
 TOTAL NET COST: \$4887.50

Materials:

Spot attached to email with order.

Instructions:

All changes to this order must have prior written approval from Stratosphere Media Group. Please provide an invoice/payment portal for invoice/affidavit retrieval at your earliest convenience. Thank you.

Additional Instructions:

Traffic attached.

Disclaimer:

While cancellation is never our intention, you will receive a 2-wk written notice if client dictates cancellation of this schedule.

x Lisa Obermeyer
 Authorized Signature

04/18/2022
 Date